

# 2023 MEDIA KIT



AERO INDIA

FAMEX

SEOUL ADEX

SAUDI AIRSHOW

DSEI JAPAN

D&S

IDEX/NAVDEX

KADEX

PARIS AIRSHOW

EDEX

INDO DEFENCE

EDITORIAL CALENDAR

**Daily** News

BI-LINGUAL PLATFORM

[WWW.GBP.COM.SG](http://WWW.GBP.COM.SG)

# 2023 EDITORIAL CALENDAR

## When it comes to Show News, GBP Aerospace & Defence is the only choice.

Our experienced team of aerospace and defence journalists reports live from shows, across Asia and the Middle East, South America, North America, Europe and the Commonwealth of Independent States (CIS). Our show dailies, be it in print or digital form, contain a judicious mix of news, views and interviews, and provides unmatched reach and visibility for advertisers. The plaudits we have received from organizing committees, trade visitors and exhibitors, and the highest levels of Government provides us the incentive to continue providing the top notch reporting that we are known for.

Daily News is in its 31th year of being the mouthpiece of aerospace and defence shows around the globe. We look forward to new partnerships in 2023!



**AERO INDIA**  
Bangalore, February 3-5

### digital Daily News

10,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - February 3rd  
DAY 2 - February 4th  
DAY 3 - February 5th

**Dead-line:** February 1st

**Sponsorship:** Sponsorship available for Digital Daily News



**SAUDI AIRSHOW**  
Riyadh, February 16-18

### Daily News

10,000 Daily e-Newsletters for 3 days.  
**BI-LINGUAL PLATFORM**

### digital Daily News

17,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - February 16th  
DAY 2 - February 17th  
DAY 3 - February 18th

**Dead-line:** February 1st

**Sponsorship:** Sponsorship available for Digital Daily News

Sponsorship available for Digital Daily News



**IDEX/NAVDEX**  
Abu Dhabi, February 20-24

### SHOW PREVIEW

(Print-5,000 copies) On-site distribution from February 19th.  
**BI-LINGUAL PLATFORM**

### digital Daily News

10,000 Daily e-Newsletters for 4 days.

**Publication Dates:** DAY 1 - February 20th  
DAY 2 - February 21st  
DAY 3 - February 22nd  
DAY 4 - February 23rd

**Dead-line:** February 10th

**Sponsorship:** Sponsorship available for Show Preview

Sponsorship available for Digital Daily News

# 2023 EDITORIAL CALENDAR



**DSEI JAPAN**  
Tokyo, March 15-17

## Daily News

[Print - 2,000 copies]  
Distributed at show site.  
BI-LINGUAL PLATFORM

## digital Daily News

8,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - March 15th  
DAY 2 - March 16th  
DAY 3 - March 17th

**Dead-line:** March 5th

**Sponsorship:** Sponsorship available  
for Digital Daily News



**FAMEX 23**  
Queretaro, April 26-29

## digital Daily News

7,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - April 26th  
DAY 2 - April 27th  
DAY 3 - April 28th

**Dead-line:** April 10th

**Sponsorship:** Sponsorship available  
for Digital Daily News



**KADEX**  
Kazakhstan, June 7 -10

## Daily News

[Print - 2,000 copies]  
Distributed at show site.  
BI-LINGUAL PLATFORM

## digital Daily News

8,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - June 7th  
DAY 2 - June 9th

**Dead-line:** May 21st

**Sponsorship:** Sponsorship available  
for Daily News

Sponsorship available  
for Digital Daily News



**PARIS AIRSHOW**  
France, June 19-25

## digital Daily News

17,000 Daily e-Newsletters for 4 days.

**Publication Dates:** DAY 1 - June 19th  
DAY 2 - June 20th  
DAY 3 - June 21st  
DAY 4 - June 22nd

**Dead-line:** June 10th

**Sponsorship:** Sponsorship available  
for Digital Daily News

# 2023 EDITORIAL CALENDAR

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**SEOUL ADEX**  
Seoul, October 17-22

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## Daily News

[Print - 3,000 copies]  
Distributed at show site.  
BI-LINGUAL PLATFORM

## digital Daily News

10,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - October 17th  
DAY 2 - October 18th  
DAY 3 - October 19th

**Dead-line:** October 1st

**Sponsorship:** Sponsorship available  
for Daily News

Sponsorship available  
for Digital Daily News



**D&S**  
Bangkok, November 6-9

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## Daily News

[Print - 3,000 copies]  
Distributed at show site.  
BI-LINGUAL PLATFORM

## digital Daily News

8,000 Daily e-Newsletters for 3 days.

**Publication Dates:** DAY 1 - November 6th  
DAY 2 - November 7th  
DAY 3 - November 8th

**Dead-line:** October 15th

**Sponsorship:** Sponsorship available  
for Daily News

Sponsorship available  
for Digital Daily News

# 2023 RATE CARD

FOUR COLOURS	1x	2x	3x	1x	2x	3x
	USD (\$)			EURO (€)		
Full Page	\$5,000	\$8,000	\$11,000	€5,000	€8,000	€11,000
Half Page	\$3,000	\$5,000	\$7,000	€3,000	€5,000	€7,000
1/3 Page	\$2,500	\$4,000	\$5,500	€2,500	€4,000	€5,500

COVERS						
Outside Back	\$7,000	\$10,000	\$13,000	\$7,000	\$10,000	\$13,000
Inside Front	\$6,000	\$9,000	\$12,000	\$6,000	\$9,000	\$12,000

## SIZE SPECIFICATIONS

### FULL PAGE

Full Bleed: 306mm (H) x 234mm (W)  
 Trim: 300mm (H) x 228mm (W)

### HALF PAGE

Full Bleed: 150mm (H) x 228mm (W)  
 Trim: 156mm (H) x 234mm (W)

### 1/3 PAGE

Horizontal: 100mm (H) x 228mm (W)

## digital Daily News

### TOP LEADERBOARD 3x SIZE SPECIFICATIONS

USD (\$)	EURO (€)	SIZE SPECIFICATIONS
\$7,500	€7,500	90px (H) x 800px (W)

### MIDDLE BANNER 1x SIZE SPECIFICATIONS

USD (\$)	EURO (€)	SIZE SPECIFICATIONS
\$2,000	€2,000	323px (H) x 257px (W)

### NOTES

1. PRICES 1x are per day
2. PRICES 2x are total for 2 day-booking
3. PRICES 3x are total for 3 day-booking
4. PRICES 4x are total for 4 day-booking



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